

Comparisons of Job Characteristics

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Advertising and Promotions Managers (11-2011)

Compare Knowledge

Compare Skills

Compare Abilities

Compare Detailed Work Activities

Compare Tools and Technologies

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 79

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Communications and Media	5.3	18.1	11.0	<<	Extensive education and/or training may be required
English Language	11.2	17.6	13.7	<<	Extensive education and/or training may be required
Administration and Management	8.4	14.9	7.3	<<	Extensive education and/or training may be required
Sales and Marketing	5.2	14.9	21.6	>>	Current knowledge level is likely more than sufficient
Customer and Personal Service	11.3	14.0	17.5	>>	Current knowledge level is likely more than sufficient
Fine Arts	2.2	9.0	2.3	<<	Extensive education and/or training may be required
Design	5.2	8.8	2.9	<<	Extensive education and/or training may be required
Telecommunications	3.9	8.4	6.7	<	Expanded education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 82

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Time Management	8.9	13.2	10.0	<<	Extensive development of skills in this area may be required

Judgment and Decision Making	9.4	13.0	8.6	<<	Extensive development of skills in this area may be required
Social Perceptiveness	9.1	13.0	12.7	0	Current skill level may be sufficient
Coordination	9.1	12.7	9.8	<<	Extensive development of skills in this area may be required
Negotiation	6.8	11.0	11.6	0	Current skill level may be sufficient
Management of Personnel Resources	6.9	10.6	5.6	<<	Extensive development of skills in this area may be required
Management of Financial Resources	3.3	9.4	4.5	<<	Extensive development of skills in this area may be required
Management of Material Resources	3.7	6.4	3.8	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 97

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Advertising and Promotions Managers (11-2011)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	16.5	14.5	<	Some improvement in abilities may be required
Deductive Reasoning	10.6	14.1	10.8	<<	Extensive improvement in abilities may be required
Problem Sensitivity	11.1	13.8	9.1	<<	Extensive improvement in abilities may be required
Speech Recognition	9.9	13.2	13.3	0	Current ability level may be sufficient
Written Expression	9.8	13.2	10.6	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	13.0	10.7	<	Some improvement in abilities may be required
Near Vision	11.1	12.8	10.6	<	Some improvement in abilities may be required
Originality	7.6	12.2	9.2	<<	Extensive improvement in abilities may be required
Category Flexibility	9.0	11.0	9.4	<	Some improvement in abilities may be required
Mathematical Reasoning	6.3	9.7	8.1	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 91

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Advertising and Promotions Managers (11-2011)

Work Activities	Exclusivity of Activity
Access media advertising services	75
Advise clients or customers	19
Design advertising layouts	92
Develop advertising strategy	84
Make presentations	13
Monitor consumer or marketing trends	74
Provide customer service	14
Sell products through advertising	95
Use public speaking techniques	13
Write advertising copy	87
Write sales or informational speeches	82

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 94

Focus Occupation: Advertising Sales Agents (41-3011)

Associated Occupation: Advertising and Promotions Managers (11-2011)

Tools and Technologies	Exclusivity
Business function specific software	1
Computers	1
Content authoring and editing software	1
Data management and query software	1
Information exchange software	1
Network applications software	1
Personal communication devices	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.